

REZONING PROJECT NARRATIVE FOR BULLINGTON PROPERTY AT 68TH STREET AND CAMELBACK

For a very long time, the historic Bullington equestrian property with its barn and pastures at the northeast corner of 68th Street and Camelback Road exemplified the contrast between old and new “Downtown” Scottsdale. The site is now being proposed for “new” Downtown Scottsdale development at the western edge of the Downtown District. The property has been vacant for several years and the Bullington family is requesting rezoning to D/RCO-2 PBD (Downtown Regional Commercial Office/Type 2 Intermediate Development/Planned Block Development), which is consistent with its Downtown General Plan designation as Regional Commercial Office. The approximately 2.0 acre parcel is currently zoned R-5.

Because this corner is the westernmost Downtown property along Camelback Road and is surrounded on two sides by non-Downtown development and by smaller scale commercial uses to the east, its proposed use has been designed to provide a transition to this adjacent lower scale residential and office development. This small in-fill project utilizes an urban design theme consistent with its Downtown designation but will also include identity elements that reflect its unique Scottsdale equestrian history. An entry feature incorporating the equestrian theme and/or historic photos are some ideas under consideration. Because the property is adjacent to Scottsdale Fashion Square and has often been envisioned as appropriate to be used for its expansion, the PBD overlay is being requested to accommodate the potential for incorporating the property into the regional shopping center with more intense uses in the future. No amendments to the Downtown standards are being requested with this application, however. The small shop, non-anchored retail center is intended to provide convenient neighborhood services and products to the surrounding Downtown and Arcadia neighborhoods and thus to fill a niche currently not being met in this area of the Downtown District.

The site plan is configured to reinforce the pedestrian character of the Downtown District by creating an active street frontage with a shop building at the street intersection and shaded pedestrian sidewalks along both streets. Building placement along Camelback and 68th Street as well as the proposed streetscape features will be combined to screen and deemphasize the neighborhood-oriented center’s relatively small parking areas. Parking will be further buffered by low screen walls and landscaping. Generous shopfront canopies will create the courtyard experience encouraged in Downtown and enhance the pedestrian orientation of the project. The entire site is connected to both Camelback and 68th with pedestrian walkways, and shaded pedestrian linear plazas as well as pedestrian-oriented amenities between buildings and the curb will encourage people to meander, shop, relax, and gather.

The Downtown Plan and Development Policy Guidelines have guided the creation of the site plan to assure consistency with Downtown urban design goals and compatibility with Downtown character. The site plan places a 6,460 square foot building along Camelback Road and 68th Street to provide a streetfront presence. The building’s architectural details will enhance this entry into the Downtown as well as help screen interior parking. The second 13,550 square foot retail shop building has been located on the northern boundary of the property adjacent to Scottsdale Fashion Square. Shop design has used proportion, contrast, scale and color as fundamental considerations. The design emphasizes horizontal lines with varied façade

elements. Ample shade will be provided along all pedestrian walkways. A number of materials such as stone, brick and stucco are used throughout the center to provide not only a natural intimate relationship to the shopper, but also an enriched streetscape. The contemporary southwest design is compatible with the surrounding Scottsdale Fashion Square and vicinity.

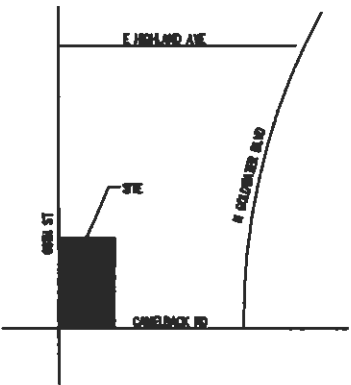
Direct and simple circulation in keeping with Downtown Guidelines is provided by a rights-in-and-out only driveway on Camelback Road and a full access driveway north of the median on 68th Street. This site plan features a pedestrian connection to Scottsdale Fashion Square on the interior of the project in addition to broad pedestrian circulation elements along both street and shop frontages.

Consistent with the Downtown Plan Urban Design and Architectural Guidelines, the pedestrian character of Downtown is being strengthened by these pedestrian circulation features and amenities. The proposed landscaping, benches, planters and other street furniture, decorative paving and ornamental lighting will also reinforce the people-oriented goal of Downtown. The wider than usual canopy treatment is intended to create internal covered walkways and plaza-like areas as pedestrian enhancement features as well. The Downtown Guidelines provide that new buildings must coexist with their neighbors and demonstrate consideration of the contextual influences of neighboring property. For this reason, the site configuration and lower scale of the proposed development is appropriate given the non-Downtown scale of adjacent properties to the west and south.



nec 68 th st + camelback rd
for BULLINGTON FAMILY TRUST

vicinity map 

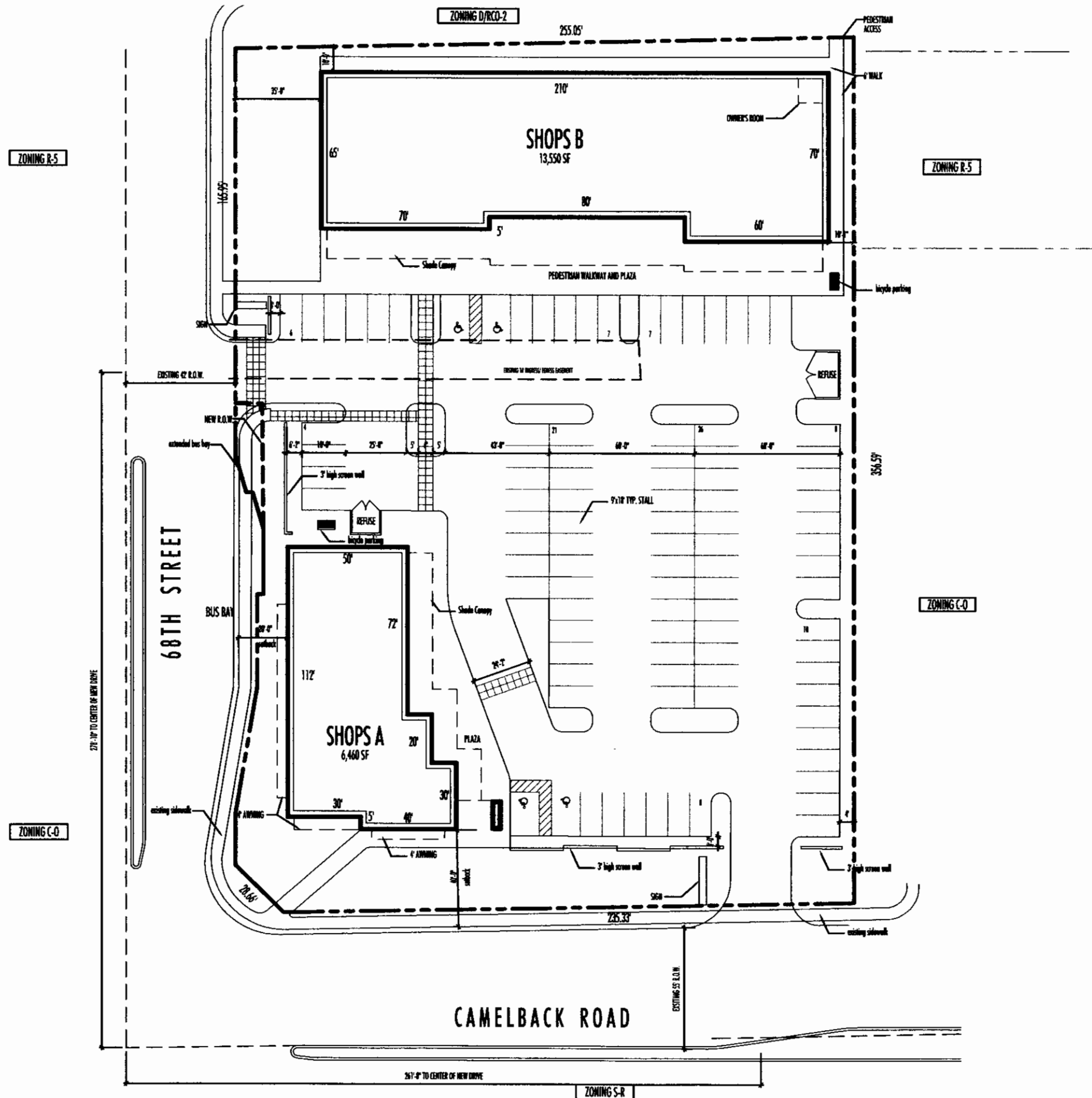


 context aerial
& site plan

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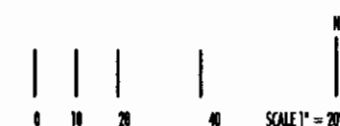


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PROJECT DATA

EXISTING ZONING	R-5
PROPOSED ZONING	D/RCD-2PBD
PROPOSED USE	NEIGHBORHOOD RETAIL
NET SITE AREA	2.05 ACRES (89,279 SF)
BUILDING AREA	
SHOPS A	6,460 SF
SHOPS B	13,550 SF
TOTAL BUILDING AREA	20,010 SF
SITE COVERAGE	22.4%
TOTAL PARKING REQUIRED (retail: 1/250 SF)	81 SPACES
TOTAL PARKING PROVIDED	97
ACCESSIBLE SPACES REQUIRED	4
ACCESSIBLE SPACES PROVIDED	4



conceptual site plan

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**ELLMANN,
SCHICK &
BRUNO** ARCHITECTS
1001 N. CENTRAL AVENUE, SUITE 100
PHOENIX, AZ 85004
TEL: 602.254.0000 FAX: 602.254.0001

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